

## **Account Executive, Financial Services**

### **Introduction**

MHP is a strategic communications agency built for the networked age, applying the new rules of influence to solve complex problems.

With nearly 200 employees, we provide deep expertise in brand, capital markets, corporate, health, financial services and public affairs – reflected in the fact that 200 organisations put their trust in MHP, including AstraZeneca, beIN Media Group, Coca-Cola, NHS, Klarna, Shaftesbury, Kimberly-Clark, Roche, and Laing O’Rourke.

### **About the team**

Working with game-changing fintech unicorns such as Klarna, Coinbase and Plaid to established names such as Barclays and ING, MHP’s Financial Services team helps clients craft bigger, bolder and more relevant stories, to build new markets, acquire new customers and shape regulatory debates.

With experience across wealth and asset management, insurance, retail banking & consumer finance, crypto and fast-growing fintech companies, we combine deep sector expertise, creative firepower and behavioural insight to develop communications strategies that define, elevate and amplify our clients’ positioning.

This is an exciting time to join MHP’s Financial Services practice. It is one of the fastest growing parts of the business, winning more than ten new accounts in 2021 alone, and is rapidly scaling as a result. We’re looking for the right person, with the right skills and cultural fit to support the next stage of our growth.

### **The role:**

We are looking for an Account Executive to join our award-winning financial services team to work on an exciting portfolio of clients across the financial and professional services industry. With the ability to progress rapidly, everyone on the team gets involved and there is a fantastic opportunity to learn and observe experienced individuals provide strategic advice.

This role would be an integral part of supporting client programmes on a day-to-day basis. All roles are client facing, which we believe enables a true understanding of client needs and creates a stronger relationship. We welcome creative ideas and input, as well as a proactive attitude from all team members. Attention to detail is essential in the role, as well as an open-minded perspective.

### **Key responsibilities:**

- Develop an understanding and awareness of key media titles whilst actively selling into various media and build relationships with journalists
- Assist in the delivery of agreed client programmes / actions with responsibility for providing timely and clear reporting on progress
- Play an active part in delivering campaigns including the use of social media
- New business research and content development
- Actively deepen knowledge of client’s business, issues and media to support the team in the delivery of overall business objectives

## **The successful candidate will:**

Through this role you will gain experience of selling ideas into the media, learn about the financial industry and public relations. Experience or work experience within financial services PR, through previous work experience or internships, is a significant advantage. You'll also have excellent writing skills and be highly organised, time efficient and confident assisting with the delivering of client programmes / actions.

## **What we offer**

You can expect a great working environment and superb benefits to match, including: Free breakfast at the in-house café/bar, gym discounts, pension, season ticket loan, cycle to work scheme and much more!

We believe in a culture of inclusivity, we celebrate difference and believe that diversity makes our business more relevant, our work more meaningful and our people more empowered. We're committed to equality of opportunity for all and we're open to applications from all ethnicities, orientations, beliefs, gender identities + those with neurodiverse traits.

Our unique structure and culture has meant we've featured in The Sunday Times' Best Company To Work For Top 100 list eight years in a row too.

## ***About MHP + Mischief***

*MHP + Mischief is a unique combination of two market-leading brands. Together, we are greater than the sum of our parts.*

*We are a collection of 200 communications specialists, blending behavioural science, influencer strategy, creativity, audience insight and industry expertise. MHP helps clients navigate a volatile, activist and tribal landscape we call The Networked Age. Mischief helps brands earn attention by playing with the norm and working at the speed of life.*

*We are PR Moment Agency of the Year and two of the most-awarded teams in the industry. Our work for the NHS is PR Week's "Campaign of the Decade" and we are two-time winners of The Creative Shootout.*